



Budget Proposed

US\$ 90,000

Duration

12 months

Beneficiary

Youth

Category

Education

Education resources for World Heritage

through Patrimonito's World Heritage Adventures Cartoon Series



Patrimonito's World Heritage Adventure cartoon series is a flagship activity carried out under the World Heritage Education Programme since 2002.

The cartoon series aim to raise the awareness of the importance of Heritage preservation among the youth, through a "By young people, For young people" approach, inviting them to convey the message of World Heritage preservation to their peers.

So far, 13 episodes of Patrimonito's World Heritage Adventure have been produced.





Context

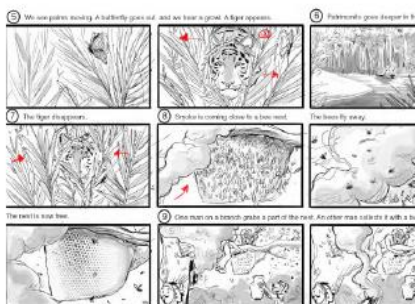
By creating storyboards through national and international competitions, young people introduce a World Heritage site, present the threats and challenges it is facing and offer solutions to preserve it.

The main character used to create them is "Patrimonito", which means 'small heritage' in Spanish and represents a young heritage guardian.

Selected storyboards are then professionally produced as an episode of the cartoon series and disseminated over the world to State Parties, UNESCO Associated Schools Project Network (ASPnet), youth NGOs and at all sorts of UNESCO events. The cartoons are also available to the greater public on UNESCO World Heritage Website (at <http://whc.unesco.org/en/patrimonito/>) and UNESCO social media channels.



Selection of the winner storyboard from national or international competitions



Professional adaptation of the winner storyboard



Production of an episode of Patrimonito's World Heritage Adventures



Objectives

1. **Encourage the active participation of youth** in the national and international storyboard competition, **familiarize youth with the basic concepts** on World Heritage and the importance of its conservation, inspire youth to **join the preservation and conservation of World Heritage**.
2. **Provide youth with the knowledge, skills and attitudes** to nurture a **culture of peace and tolerance** and the **respect of culture diversity**, through the broad dissemination of the Patrimonito's World Heritage Adventure Cartoon series.





Relevance

UNESCO is committed to empowering youth and ensuring that their voices are heard. The Organization is guided in this by an Operational Strategy on Youth (2014-2021). Through this project, we are encouraging the active participation of youth, and the integration of youth concerns and issues into the awareness-raising activities carried out under the World Heritage Education Programme.



Budget

An estimated overall extrabudgetary funding of **USD 90,000** is needed for the implementation of one episode of the Patrimonito's World Heritage Adventures Cartoon. These funds will cover the development of film production, including designing, producing, copyright for sounds tracks/music as well as images; translation into 6 official UNESCO languages, and the production into DVD and posters; the fund will also cover the coordination fee for the overall work on administrative and technical support.



Outcomes & Beneficiaries

1. In order to promote a wide understanding of the World Heritage Convention and its global relevance, new episodes of the Patrimonito's World Heritage Adventures Cartoon series will be produced through national, regional and international storyboard competitions.
2. Youth engagement fostered, heritage values promoted and mutual understanding developed as a means to help prevent conflicts.



Timeline

- **Month 1:** Launching of the storyboard competition
- **Month 4:** Selection of the winner
- **Month 5 to 11:** Production of the episode
- **Month 12:** Diffusion around the world





If funds are available, the following timeline for the organization of the international/national storyboard competition and the production and dissemination of the film, can be envisaged:

Visibility

Visibility material		Placement/Event	Outreach	Audience
Article on the Homepage	Donor's logo	WHC website: whc.unesco.org	Public Statistics for 2016: 13.340.000 visits	9.735.000 unique visitors 41.650.000 pageviews
Reports to the World Heritage Committee	Donor's logo	42nd session (June/July 2018)	Public Statistics for 2016: 13.340.000 visits	9.735.000 unique visitors 41.650.000 pageviews
Reports to the World Heritage Committee	Donor's logo	43nd session (June/July 2019)	World Heritage Committee members, Observers, NGOs, Site Managers, press	Approx. 2.000 participants from 193 countries
Social media promotion	Donor's logo	UNESCO official social media channel, including Twitter, Youtube, Facebook, Wechat, Weibo etc.	Public	Approx. 30.000 targeted subscribers



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